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Daftar Isi

Critical Literacy and Meaningful Language Learning: A Reflective Study in Academic Debate Class

Oleh: Sueb, Lina Purwaning Hartanti 01

Linguistic Feature Proximity for Acquiring English Pronunciation among Indonesian EFL Learners: Arabic as the Bridge

Oleh: Riski Lestiono, Rosalin Ismayoeng Gusdian 06

Technology Use in ‘No Private Devices’ Boarding Junior High School

Oleh : Diah Fakhmawati 10

An Analysis of Student’s Ability in Using Past Tense in Writing Narrative Text

Oleh : Muhamad Azizul Chakim, Haris Dibdyaningsih 16

Students’ Need or Stakeholders Need? A Survey Study on the Development of Syllabus in Translation Class

Oleh : Rizky Lutviana, Siti Mafulah, Sugeng Hariyanto, Faisal Rahutomo 18

Improving the Students’ Speaking Skill Using Flipped Classroom Strategy through Students’ Minimovie Project

Oleh : Dian Maya Kurnia, Reky Lidyawaty 23

The Investigation into Primacy Effect on Student’s Vocabulary Memorization

Oleh : Delli Sabudu 27

Character-Based Materials Development for Kindergarten Students

Oleh : Iin Inawati 32

Integrating Multiliteracies Skills through Station Rotation in ESP Reading Program

Oleh : Herlin Afiyanti 37

Digital Storytelling for Promoting Autonomous Learning Model

Oleh: Rochmatika Nur Anisa 43

Need Analysis in learning English for Chemical for Industry Students at SMKN 5 Surabaya

Oleh: Rizka Safriyani 47

Utilizing Audio Recording Feature in PowerPoint to Help EFL Teachers Develop Teaching Materials

Oleh: Dini Kurnia Irmawati, Novita Rosyida, Debri Haryndia Putri, Dian Novita Dewi, Tri Mega Asri 52

A Study of Role Play with Comic Strips Implementation in Improving the EFL Students’ English Communicative Competence

Oleh: Anja Arowana E.L 56

Laugh and Learn: Improve Comedy as a Learning Tool for Speaking Class <i>Oleh: Ary Rahmad Wijaya</i>	60
Fostering Emergent Learning in Technology- Enhanced Extensive Listening and Viewing Programs <i>Oleh: Fransisca Maria Ivone</i>	65
The Extents and Constraints of Video: Colleagues Insights on Instructional Video Implementation in Teaching Speaking <i>Oleh: Sri Fatmaning Hartatik</i>	71
English for Specific Purposes: Materials Designing for Dokar Driver in Kuta and Denpasar, Bali <i>Oleh: Luh Eka Susanti</i>	74
Error of Omission in QQ Online Chatting: A Study on Chinese ESL Learners at University of Muhammadiyah Malang <i>Oleh: Desi Rohayati, Erlyna Abidasari</i>	81
Improving the EFL College Learners' Reading Comprehension through Skimming Technique <i>Oleh: Mahmud Miftakhul Huda, Rasyidah Nur Aisyah</i>	85
The Role of ICT Integration in Teaching and Learning English for EFL Students <i>Oleh: Retma Sari</i>	95
The Role of Lexical Knowledge and Processing Skills in L2 Reading Outcomes: A Trade-off between Accuracy and Processing Skill Development <i>Oleh: Sahiruddin</i>	99
Students Perceptions towards the Implementation of Google Classroom as Media <i>Oleh: Rizha Galih Faturrochman</i>	107
The Use of Wordfast as Translation Tool in Translation Class <i>Oleh: Trisno Tunggal Rahayu Wilujeng, Siti Mafulah</i>	111
Application of Problem Based Learning and Cooperative Based Learning to Improve Environmental Analysis Ability for Students <i>Oleh: Yulist Rima Fiandari</i>	115
Students' Perceptions towards English Learning Materials and Classroom Activities: A Survey of Senior High School Students in Samarinda <i>Oleh: Weningtyas Parama Iswari, Noor Rachmawaty</i>	119
Exploring Teacher Beliefs and Classroom Practice of Teaching EFL Writing in Higher Education <i>Oleh: Amelia Dwi Imanda</i>	124

ISSN 2655-7150

Proceedings Quality Improvement Innovation in ELT
(COETIN) Vol 1, 2018

**Anxiety on Speaking Class Encountered by Students of English Education Department,
University of Muhammadiyah Malang**

Oleh: Jarum 131

Combining Games with Buzz Groups in Grammar Class

Oleh: Dwi Taurina, Mila Wardhani 137

**The Use of Picture Media “Public Figure” to Improve Writing Skills on Descriptive
Text for Students of Class VII-I SMP Negeri 01 Batu**

Oleh : Desy Indriyani 141

**The Correlation between Students’ Perceptions on Teacher Feedback and Writing Self-
Efficacy**

Oleh : Aridah, Agustina Firdhayanti 144

Assessing Student Learning with Five Formative Assessment Activities

Oleh : Dwi Wahyuningtyas 151

**CLIL in Indonesia: The 4C’s Framework of Adopted CLIL Approach in Elementary
School**

Oleh : Khoiriyah 154

**A Study on Foreign Language Writing Anxiety at The Third Semester of English
Language Education Department in University of Muhammadiyah Malang**

Oleh : Sulastrri 161

Vocabulary Development of EFL Undergraduates A Cross-sectional Study

Oleh : Kusumarasdyati; Farah Ramadhani 166

**Comparing English Vocabulary Level of D-III Culinary Management Class A and Class
F Students of Bali International Institute of Tourism**

Oleh : I Wayan Suadnyana; Denok Lestari 169

**Improving Students’ Level of Tolerance by Using Multicultural Based Learning in IKIP
Budi Utomo Malang**

Oleh: Munawwir Hadiwijaya 173

**Improving Students’ Creativity through Project-Based Learning at a Junior High
School Level in Rural Area of Yogyakarta**

Oleh: Yulia Nuzulul Hidayah, Ashadi 179

Teaching Science Using English Done by Primary School Teachers in Malang

Oleh: Pritha Anggiarima 186

**Teacher’s Role in Promoting Classroom Language Interaction on Mix-Ability Students
at Al-Islam Islamic Boarding School Nganjuk English workplace needs for Professional
Engineers: The Contributing to the ESP Program in University**

Oleh: Farizal Khusnul Khotimah 189

Learning’s Enthusiasm through Brainstorming at Vocational High School

ISSN 2655-7150

Proceedings Quality Improvement Innovation in ELT
(COETIN) Vol 1, 2018

Oleh: Hilda Suat, Nisrina Balqis Huwaida 193

Students' Perspectives on the Use of Full English in English Learning Classroom

Oleh: Nisrina Balqis Huwaida, Hilda Suat 196

The Implementation of Snake and Ladder Board Game in Teaching Simple Present dan Past Tense

Oleh: Achmad Anang Darmawan, Faishol Hadi 199

Modifying the Traditional Games into English Instructional Media to Enhance English Communication

Oleh: Zaenal Abidin 202

Critical Reflective Teaching of Pre-service English Teachers at UIN Sunan Ampel Surabaya

Oleh: Rakhmawati 216

The Indonesian EFL Learners' Attitudes toward Their Own English Accent

Oleh: Alimin Adi Waloyo 221

Dominant Teacher in Using English as a Medium of Instruction in the Learning Process at SMK Muhammadiyah 1 Batu

Oleh: Ahlan 230

Enhancing University Students' Higher Order Thinking through Mini Conference Class Based Learning

Oleh: Gusti Milla Quaidy, Afdhol Auliya 233

English workplace needs for Professional Engineers: The Contributing to the ESP Program in University

Oleh: Lailatul Rifah, Muchtar 237

Nationalism Perception on Europe Language in Foreign Language Course

Oleh: Sri Hartiningsih 241

Comic Books as an Aid to Learn English and Foster Noble Characters

Oleh: Mirjam Anugerahwati 247

English Teachers' Perception on The Implementation of Character Education in Curriculum 2013

Oleh: Heni Puji Lestari, Bambang Widi Pratolo 250

English Learning Community in Pare Kediri Indonesia: Its Social Emergence and School Community Partnership

Oleh: Uning Musthofiyah, Elfrida Silalahi 257

The Word Terror Used in Selected Online Media Headlines: Fanning Analysis

Oleh: Rafika Rabba Farah 262

ISSN 2655-7150

Proceedings Quality Improvement Innovation in ELT
(COETIN) Vol 1, 2018

Should We Move Our Classed to “McD”? The Impacts of Learning Environment and Culture on Learning Process and Behaviour

Oleh: Adi Suryani 265

General Attributes and Learning-teaching Content of Seventh-grade English Textbook “When English Rings a Bell”

Oleh: Kurniawati Nur Fadhilah 272

The Impacts Of Teacher’s Direct And Indirect Feedback On The Students’ Motivation In Intermediate Grammar At The Second Semester Students Of English Language Education Department Umm

Oleh: Thathit Manon Andini, Erly Wahyuni, and Santi Prastiyowati 282

The Word *Terror* Used in Selected Online Media Headlines:**Framing Analysis**

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The 9/11 aftermath has led people into negative view of Muslims around the globe. Consequently, Muslims and their symbols—beard, hijab, and mosque—are perceived as evil in the public eyes. In the worse case, media as one of public services which is responsible for every information broadcasted, in fact, are very tendentious that add Muslims into stern opposition of the society. The news angle related to terrorism has been framed in accordance to their political needs. This study recovers the objectivity of media through headlines whether the discourse equally used in the terror-related news or not. Framing analysis from Zhongdang Pan and Kosicki (2013) was adapted as an approach to this research by analyzing six news headlines in three different topics of terror-related events. It is revealed that the selected online media used the word *terror* only on events that accused Muslim as the suspect doer, such Paris Bomb in 2015; in contrast, terror events like Palestine-Israel and the killing of Rohingya tribe in Burma Myanmar that put Muslims as the victims were not reported as *terror*. The words *genocide*, *mob*, *war*, and *conflict* were chosen as headlines instead of *terror*. This discourse adds nuance to our understanding that media have great responsibility to Muslim images nowadays. Thus, this study has significant contribution to media studies and discourse analysis that future researcher can conduct a research on similar topics.

Keywords

Terror; news headline; online media; framing

1 INTRODUCTION

Islam is one of the fastest growing religions on earth. It has about 1.6 billion Muslims in the world (Powell, 2011). Yet, it is the only religion with the highest misconception about. In the western world, Islam and Muslim are put in the spotlight due to public lack of understanding of its true concept. But, the misconception becomes universal not only in the western world but also in the Muslim country itself. There must be one main factor drives this dissemination and surely the issue has been hurting Islam and Muslim globally.

The 9/11 aftermath in the United States has led to some serious racial issues, particularly in the Muslim world. The tragedy has likely been linked to Muslims, the minorities. However, even though there was a report about its conspiracy, as the footage of the World Trade Center building were demolished, not because of the hijacked plane, still Muslim is in alarming position. Thereafter, Muslims living in the west are in severe danger.

There is no denying fact that the 9/11 issue has successfully provoked the word 'terror' reaches its popularity. Through media, it becomes hot topic and global talk since then (Kabir, 2006; Bleich, Nisar, Abdelhamid, 2016; Bleich, Stonebaker, Nisar, Abdelhamid, 2015). Subsequently, when there is a bomb blast, the word terror is highly used. The anomaly in news coverage has persistently occurred in British newspaper headlines throughout the years 2001-2012 which viewed Muslims in more negative way compared to the other ethno-religious groups, the Jews and Christians (Bleich et al, 2015; Trevino, Kanso, Nelson, 2010). The New York Times, The Los Angeles Times, and The Washington Post have negatively termed Muslims as terrorist, extremist, fundamentalist, radicals, and fanatics (Trevino, et al, 2010). In addition, Powell (2011) in his

research revealed that the news will link to larger terrorist cell and plan to have future threat when the terrorists labeled as Muslims; meanwhile, when the terrorists have no Muslim labels, they will be given human descriptor and no future threat. After all, word choice in the headline can significantly affect public discussion of an issue. Moreover, what if readers do not really understand about the issue.

Post 9/11, people in the west built their prejudice within themselves. The feeling is constructed through mainstream media and some countries' leaders (Ciftci, 2012). George W. Bush the leading president of the U.S at that time announced to fight against terrorism. Hence, media deliberately reported black propaganda toward the act of terrorism and linked it to Muslim (Powell, 2011; Ciftci, 2012). Since then, the portrayal of Muslim has been negatively viewed in the global world; wherever the bearded Muslim men and the veiled Muslim women go, they are likely to be discriminated. Thus, Ali (2017) found in the study that discourse of media interpretation has powerful impact on the construction of Australian Muslim identity. Now and then, the racial war started here and blew up by the media.

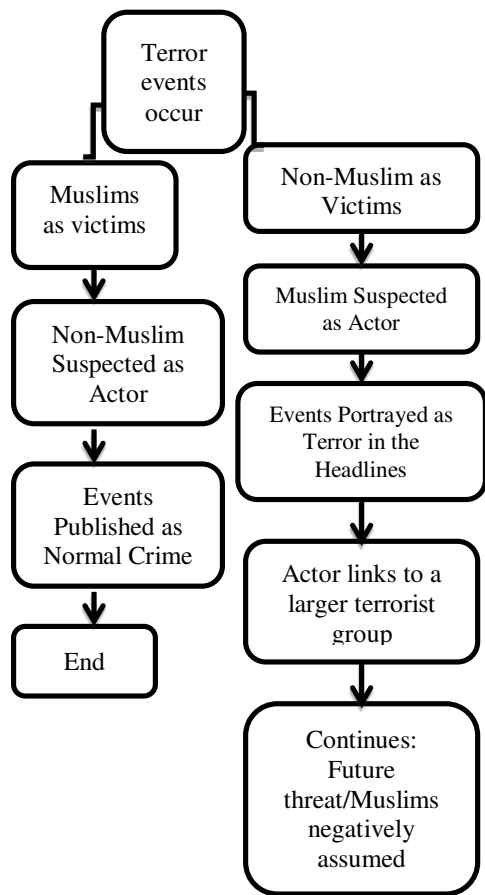
However, in public sector, media has significant role; it is as a mean of education. It should educate people to be good or at least offer a friendly atmosphere, not oppressive one. Thus, its role to report any news objectively is central for the community. Unfortunately, many media including its crew today are less independent. The worst of it is the mainstream media nowadays are widely owned by individual and investor—the owner or money—control the media. Thereupon, media is easily directed to meet personal interest. So it is perfect! The news is designed by what is so called as investors, designed by editors, written by the journalists, then blew up by media repeatedly every second

In light of this, media coverage is often framed to meet personal needs. The framing of media on terror-related issue has caused a lot more fear to public and lead to mental pressure. As Mitnik (2017) revealed that terror incidents are sensationalized. After all, the media coverage has a tendency to trigger emotion on public behavior. Consequently, if it is to blame, media is accounted for imaging negative perception of Muslim and Islam in the global world nowadays.

2 OBJECTIVES

This research mainly aims to reveal the objectivity of media coverage; also to discover the possible phenomena of using or not using the word ‘terror’ in the news headlines.

3 THEORETICAL FRAMEWORK



4 METHOD

The method used in this study is descriptive qualitative using Zhongdang Pan and Kosicki (1993) framing analysis as an approach which highlight four structural dimensions of news discourse: syntactical structure, script structure, thematic structure, and rhetorical structure. Among the four, only one dimension is used in this study, i.e syntactical structure. The syntactical structure involves headline as one of its element. In this study, it focuses only on the headline other than full

news stories for some reasons. A headline is the most powerful tool also an effective framing device to influence readers’ mind (Pan & Kosicki, 1993). Moreover, the non-engaged readers who do not have distorted idea of an issue tend to read only a headline of a news and more prone to be influenced by its tone (Bleich et al, 2015). In this research, 6 news headlines in 3 different topics are selected randomly.

5 ANALYSIS

News Topics	Headlines	Lexicon (Word Choice)
Rohingya Issue	Headline 1: <i>TIME:</i> Burma’s Treatment of the Rohingya Is Not Genocide, Says U.S.	1. Genocide
	Headline 2: <i>AlJazeera:</i> Rohingya refugee: We were hunted down by mob in Myanmar	1. Mob
Paris Bomb	Headline 1 <i>CNN:</i> 2015 Paris Terror Attack Fast Facts	1. Terror attack
	Headline 2 <i>The Guardian:</i> Paris terror attacks ‘carried out by three coordinated teams of gunmen’	1. Terror attack
Israel-Palestine Issue	Headline 1 <i>BBC:</i> Gaza-Israel conflict: Is the fighting over?	1. Conflict 2. Fighting
	Headline 2 <i>Encyclopedia Britannica:</i> Arab-Israeli wars	1. Wars

The above data shows astonishing result. One news topic is likely to have two different lexicons. One lexicon is used differently over another. For example, the topic issue which has link to Muslim as the victims such as what has occurred in Myanmar—Rohingya people has brutally become the victims of the Buddhist—and Palestine whose people are daily exploded by the Israelis, the media used the words: *genocide, mob, conflict, fighting, and wars* as the headlines. Meanwhile, when the Muslims accused as the suspect doer like in Paris bomb, the issue claimed it as terror. This clearly indicates that terror is a media-made.

6 CONCLUSION

Based on the finding, it captures the reality into a theory that the selected online media headlines have subjectively portrayed Muslim in a negative light through associating the word terror. The media is trying to drive public opinion of Muslim as the owner of the word terror. Meanwhile, based on its lexical term, terror means violent or threat that causes fear for political purposes (Oxford, 2009). If it is

consistently used, any actions that instigate violence and fear should be defined as terror, in reality, it is partially used. This suggests that Media and its independence is in question, what is more, media has significantly contributed to Muslim images nowadays. Through lexical term—using or not using it—media has played the framing, and it is very political.

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